

DETAILED ACTION

Response to Arguments

1. The Applicant Arguments/Remarks filed on 07/21/2009 has been received and have been fully considered and are persuasive. Therefore, the rejections have been withdrawn. Claims 1-8, 10-36, 41-42, and 44-51 are pending in the application.

Allowable Subject Matter

2. The following is an examiner's statement of reasons for allowance:

As to independent claim 1, the prior art does not teach or fairly suggest a method of presenting a user with a multimedia experience corresponding to an entertainment event or venue, the method comprising: determining first locations for the sensors in the sensor array at a first time to provide first location information; enabling the user to perceive a map related to the entertainment event or venue; enabling the user to perceive the first location of one or more of the sensors in the sensor array on the perceived map based on the first location information; determining second locations for the sensors in the sensor array at a second time to provide second location information, the second locations being different from the first locations, and the second time being after the first time, and enabling the user to perceive the second location of the one or more of the sensors in the sensor array on the perceived map based on the second location information, and in combination with other elements.

As to independent claim 25, the prior art does not teach or fairly suggest a tangible computer-readable medium having embodied thereon a computer program configured to present a user with a multimedia experience corresponding to an entertainment event or venue, the computer program comprising: a first location code segment structured and arranged to determine first locations for the sensors in the sensor array at a first time to provide first location information; a mapping code segment structured and arranged to enable the user to perceive a map related to the entertainment event or venue; a first perception code segment structured and arranged to enable the user to perceive the first location of one or more of the sensors in the sensor array on the perceived map based on the first location information; a second location code segment structured and arranged to determine second locations for the sensors in the sensor array at a second time to provide second location information, the second locations being different from the first locations, and the second time being after the first time; and a second perception code segment structured and arranged to enable the user to perceive the second location of the one or more of the sensors in the sensor array on the perceived map based on the second location information, and in combination with other elements.

As to independent claim 44, the prior art does not teach or fairly suggest a method of presenting a user with a multimedia experience corresponding to an entertainment event or venue, the method comprising: determining, at a first time, a first location of the first sensor and a first location of the second sensor; enabling display, to the user, of the first sensor's first location and the second sensor's first location on the map related to the entertainment event or venue; determining, at a second time, a second location of the first sensor and a

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second location of the second sensor, wherein the second time is after the first time, the first sensor's second location is different from the first sensor's first location, and the second sensor's second location is different from the second sensor's first location; and enabling display, to the user, of the first sensor's second location and the second sensor's second location on the map related to the entertainment event or venue, and in combination with other elements.

As to claims 2-8, 10-24, 26-36, 41-42, 45-51, these claims are dependent upon allowable independent claims 1, 25, and 44, respectively and are thus also considered allowable over the prior art.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

3. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Kent Wang whose telephone number is 571-270-1703. The examiner can normally be reached on 8:00 A.M. - 5:30 PM (every other Friday off).

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Sinh Tran can be reached on 571-272-7564. The fax phone number for the organization where this application or proceeding is assigned is 571-270-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://portal.uspto.gov/external/portal/pair>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free)? If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

KW
17 September 2009

/TUAN HO/

Primary Examiner, Art Unit 2622